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March 15, 2001

BY HAND

RECEIVED

Magalie Roman Salas, Secretary Federal Communications Commission 445 Twelfth Street, SW Room TW-A325 Washington, D.C. 20554 MAR 1 5 2001

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Re: Ex Parte Presentation

In the Matter of Provision of Directory Listing Information Under the Telecommunications Act of 1934, As Amended, CC Docket No. 99-273,

Dear Ms. Salas:

On March 14, 2001, Peter Meyer, CEO of Telegate, Inc. ("Telegate"), John Celentano, President of Skyline Marketing Group, along with Ruth Milkman and Gil Strobel of Lawler, Metzger & Milkman, LLC, counsel for Telegate, met with Gregory Cooke, Rodney McDonald, Dennis Johnson, Pam Slipakoff and John Vu of the Common Carrier Bureau's Network Services Division to discuss the above-referenced proceeding.

During the meeting, we discussed the possibility of providing competitive directory assistance using uniform dialing codes. A copy of the presentation we used during the meeting is included with this submission. It provides a summary of the key points raised in our discussion.

Pursuant to section 1.1206(b)(1) of the Commission's rules, 47 C.F.R. §1.1206(b)(1), an original and one copy of this letter are being provided to you for inclusion in the public record of the above-referenced proceeding.

Sincerely

Gil M. Strobel

Enclosure

cc: Gregory Cooke
Rodney McDonald
Dennis Johnson
Pam Slipakoff
John Vu

Land Copies recid<u>Ot1</u>

Competitive Directory Assistance via Uniform Codes

Presentation by Telegate Inc.

March 14, 2001

Currently, there is only limited competition for DA services

- ILECs dominate the market through their control of 411
 - The wide variety of access codes in the market today make it difficult for new entrants to market their services effectively
 - 411, 1+411, NPA-555-1212, 1+555-1212, 101-XXXX-0, 00
- A uniform numbering scheme for DA providers will allow new entrants to differentiate themselves based on quality and array of services
 - Competition will benefit consumers by promoting:
 - Better service Competition will create pressure for DA providers to improve accuracy and response times
 - More innovation New entrants are likely to introduce new value-added services, such as call completion, locator services, concierge services, etc.
 - Increased focus on underserved markets New competitors may focus on niche opportunities such as language-specific DA

Development of Effective Competition Will Depend on Several Factors

Uniform numbering scheme

- Either a new scheme (e.g., N411-XXX) or an existing scheme (e.g., 101-XXXX)
 - There may not be enough 101X codes available to meet demand
 - FCC should seek comments on alternative schemes

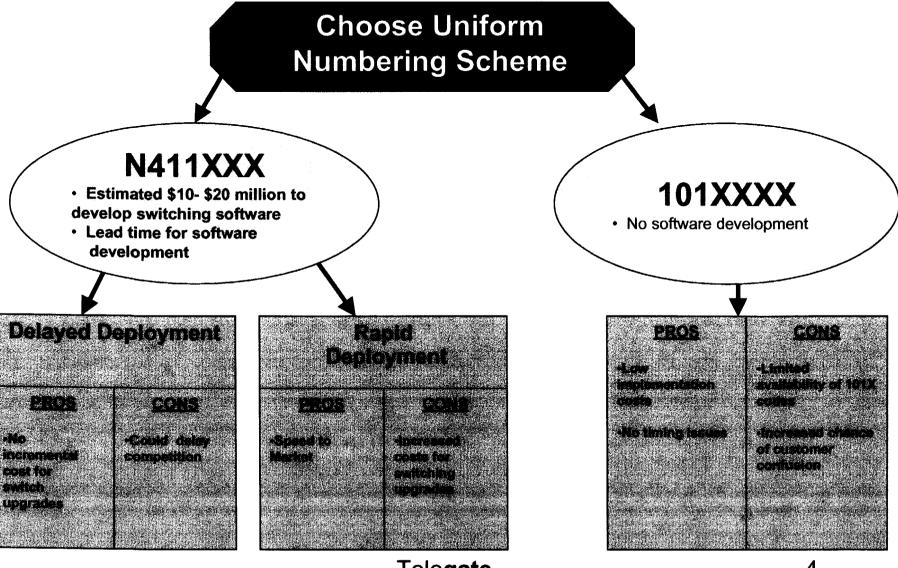
Phase out of 411

 FCC should seek comment on appropriate timeframe for eliminating 411 and what transition should look like (e.g.,content of recorded messages)

Mandatory deployment and phase-out deadlines

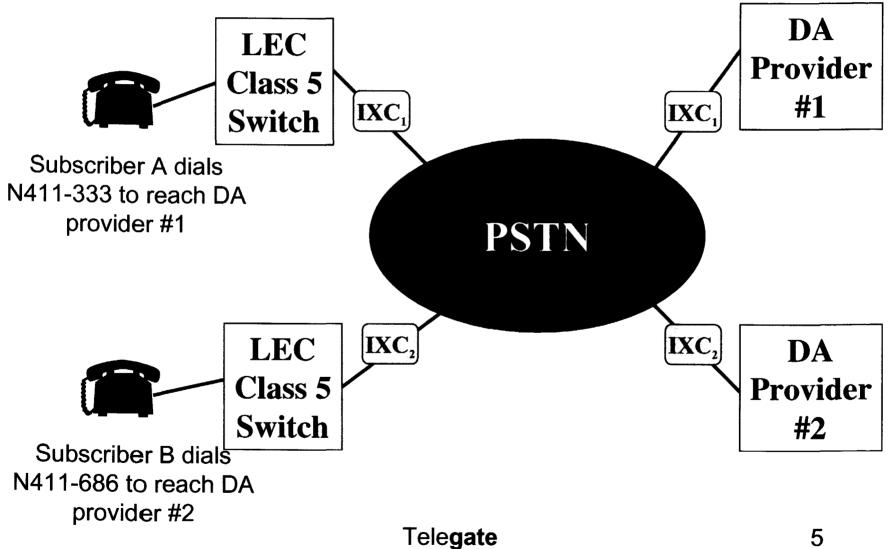
- Potential competitors need to get their services to market as rapidly as possible
 - FCC should seek comment on appropriate deadlines
 - May depend on which numbering scheme is adopted
 - May want to consider different deadlines for different geographic markets (LNP model)

Implementation Tradeoffs



Telegate

The New Numbering Scheme will have Minimal Network Impact



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